

## HOW IT WORKS

### Studio Owners

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## STEP 1: SET UP AN ACCOUNT

You'll notice right away that we made it easy for Revolution account holders to create their Nimbly account without any special help! Just enter your email address and you'll be whisked through the account setup process in just a few minutes!

You'll even get to choose your online shop's web address!

## CREATE A FRIENDLY WEB ADDRESS SO YOUR DANCERS CAN FIND YOUR STORE!

All Nimbly shops begin with [www.shopnimbly.com](http://www.shopnimbly.com). It's your job to add some text to the end of this address that will uniquely represent your studio.

For example, if you have a studio called Tiffany's Dance Academy of Danville, you could create a friendly url of [www.shopnimbly.com/TDADanville](http://www.shopnimbly.com/TDADanville).

### \* CREATE YOUR VERY OWN NIMBLY WEB ADDRESS

*Make it special, this is how your students will find you!*

[www.shopnimbly.com/](http://www.shopnimbly.com/)

**GENERATE**

Next, you'll upload your logo.

Your logo will appear on your Nimbly shop for your customers to see. Your logo is very important to ensure that your dancers are confident they are purchasing from the correct Nimbly shop.

Drag your logo file (jpg, gif or png- less than 5mb) into the square indicated or use the basic uploader to search for your logo file:

Once your logo is uploaded successfully, it will appear on the page. This will serve as your confirmation. When satisfied, click the **SELECT A PLAN** button.



*Almost done!*

**SELECT A PLAN**

SELECT WHETHER YOU OFFER EXCHANGES ONLY OR RETURNS & EXCHANGES

<p><b>ACCEPT EXCHANGES ONLY</b></p>	<p><b>ACCEPT RETURNS + EXCHANGES</b></p>
<p>* Your dancers may only exchange products they purchase through your Nimby store. With this plan, Nimby collects 7% from each transaction to cover the expense of fulfillment, shipping, and credit card fees.</p> <p>7% Shopkeeping Fee</p>	<p>* Your dancers may exchange or return products they purchase through your Nimby store. With this plan, Nimby collects 10% from each transaction to cover the expense of fulfillment, shipping, returns, and credit card fees.</p> <p>10% Shopkeeping Fee</p>
<p><b>SELECT</b></p>	<p><b>SELECT</b></p>

HOW SHIPPING WORKS:

## \* ALL STUDENT ORDERS SHIP WEEKLY TO YOUR STUDIO

\* YOU DETERMINE YOUR MARKUP AND SET YOUR PRICES. DANCERS PAY \$2.49 PER ORDER TO COVER SHIPPING AND HANDLING EXPENSES.

\* YOUR SHIP DAY IS TUESDAY. ALL ORDERS RECEIVED DURING THE WEEK WILL SHIP TOGETHER ON TUESDAY TO YOUR STUDIO. ESTIMATED TO ARRIVE TO YOUR STUDIO WITHIN 7-10 BUSINESS DAYS.

\* THIS IS WHERE YOUR DANCER'S ORDERS WILL SHIP:

TIFFANY'S DANCE ACADEMY OF  
LIVERMORE, 4046 EAST AVENUE  
LIVERMORE, 94550 CA USA.

YOU CAN UPDATE THIS AT ANY TIME IN  
YOUR ACCOUNT SETTINGS TAB.

*I'm Ready!*

**OPEN MY SHOP**

YOU'RE OPEN FOR BUSINESS!

Review your summary. Click the Stock Your Store button.

A decorative graphic consisting of several overlapping, semi-transparent shapes in shades of orange, grey, and white, with thin black lines extending from the left side.

YOU'RE OPEN FOR BUSINESS

\*YOUR NIMBLY SHOP SUMMARY

STUDIO NAME **Tiffany's Dance Academy of Danville**  
YOUR NIMBLY WEB ADDRESS  
**[www.shopnimbly.com/TDADanville](http://www.shopnimbly.com/TDADanville)**  
STUDIO SHIP TO ADDRESS **822 Hartz Way Danville,  
94526 CA United States**  
RETURN / EXCHANGE PLAN CHOSEN **Exchanges**  
*All shop details can be modified in your account settings tab.*

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STOCK YOUR STORE

## STEP 2: CREATE LISTS



### LIST WIZARD - KITS

Access the LIST WIZARD by clicking the **WIZARD** icon in the left navigation pane of the Studio Portal.



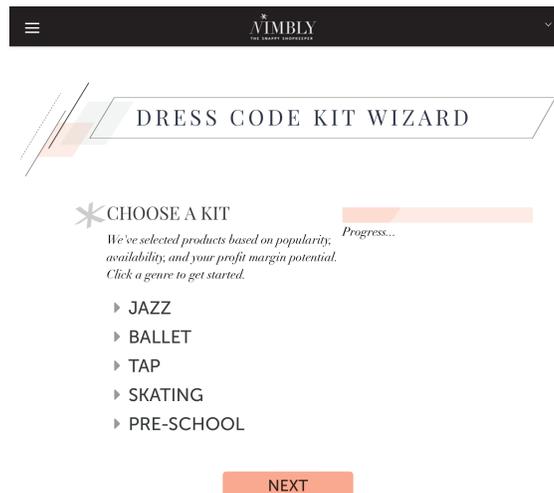
## STEP 3: BROWSE AND ADD PRODUCTS TO YOUR LISTS

### DANCEWEAR DRESS CODE KITS

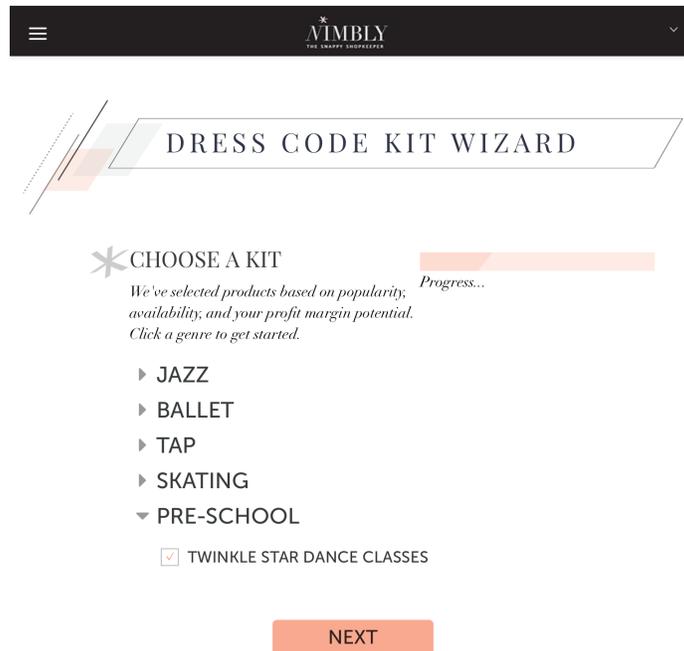
We created kits to make shopping for dress code items a breeze. Click the kit graphic to view kits.



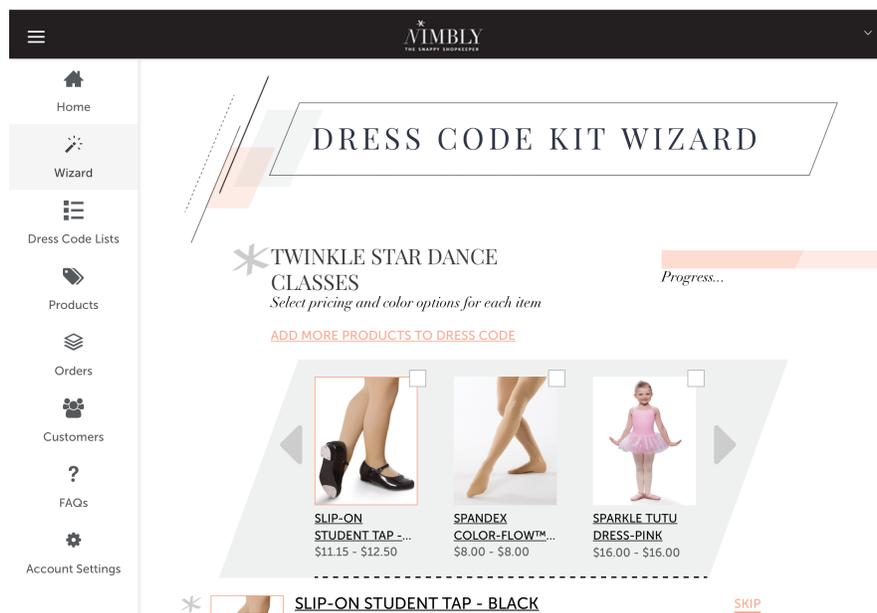
Kits are groups of carefully curated products categorized by genre or department.



For example, clicking on the PRE-SCHOOL category reveals kits containing products ideal for pre-school aged dancers. Click a genre/department name to view kits.



Click **NEXT** to reveal the products and view them in the search results window.



Click a product's thumbnail image to view details and to research the product. View additional pictures, available sizes, colors and price information.

☰
\*  
**NIMBLY**  
THE SNAPPY SHOPKEEPER
☾





**SPARKLE TUTU DRESS-PINK**  
\$16.00 - \$16.00

*Sparkle Tutu Dress Soft, cotton/spandex camisole with attached tutu Rhinestone star appliqué on front bodice Four layers of sparkling tulle designed to bounce and sway*

**CHILD SIZES: SC, MC, LC**  
**ADULT SIZES: T**

PINK

\*  **SPARKLE TUTU DRESS-PINK** SKIP

SELECT YOUR COLOR(S)

YOU SELECTED:

CATALOG PRICE	SUGGESTED RETAIL	DANCER PAYS	YOU MAKE	PROFIT MARGIN
CHILD \$16.00	\$28.00	\$ 28.00	\$ 12.00	42.8% %
ADULT \$16.00	\$28.00	\$ 28.00	\$ 12.00	42.8% %

## STEP 4: SET PRICES

Use the pricing table to set dancer price, view your profit potential and profit margin percentage.

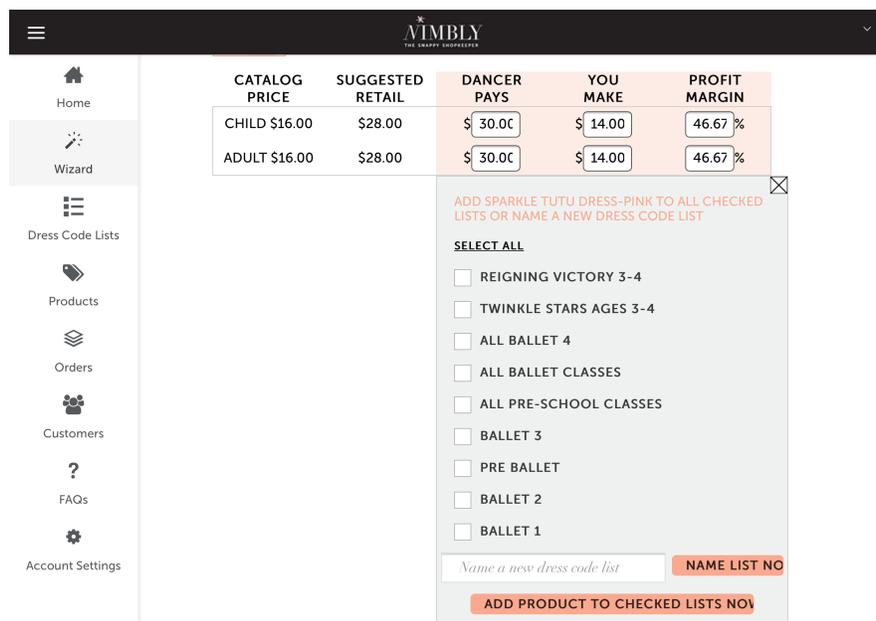
Change any number in DANCER PAYS, YOU MAKE or PROFIT MARGIN fields to adjust pricing. Nimble incorporates a **Minimum Advertised Price policy (MAP)** to preserve our brand's value. Should your Dancer Price fall below our MAP, we will automatically adjust the price or you.

\*  **SPARKLE TUTU DRESS-PINK** [SKIP](#)  
 SELECT YOUR COLOR(S)  
   
 YOU SELECTED: PINK

CATALOG PRICE	SUGGESTED RETAIL	DANCER PAYS	YOU MAKE	PROFIT MARGIN
CHILD \$16.00	\$28.00	\$ 30.00	\$ 14.00	46.67 %
ADULT \$16.00	\$28.00	\$ 30.00	\$ 14.00	46.67 %

**ADD TO A LIST**

Once satisfied with the dancer price, click the **ADD TO A LIST** button.



The screenshot shows the Nimbley Studio Owners interface. On the left is a navigation menu with options: Home, Wizard, Dress Code Lists, Products, Orders, Customers, FAQs, and Account Settings. The main content area displays a table with columns: CATALOG PRICE, SUGGESTED RETAIL, DANCER PAYS, YOU MAKE, and PROFIT MARGIN. Below the table is a dialog box titled "ADD SPARKLE TUTU DRESS-PINK TO ALL CHECKED LISTS OR NAME A NEW DRESS CODE LIST". The dialog box contains a "SELECT ALL" section with a list of checkboxes for various dress code lists: REIGNING VICTORY 3-4, TWINKLE STARS AGES 3-4, ALL BALLET 4, ALL BALLET CLASSES, ALL PRE-SCHOOL CLASSES, BALLET 3, PRE BALLET, BALLET 2, and BALLET 1. At the bottom of the dialog box, there is a text input field labeled "Name a new dress code list" and a "NAME LIST NOW" button. Below the dialog box is an "ADD PRODUCT TO CHECKED LISTS NOW" button.

Select the lists into which you'd like to add the product.

To create a new list, type a new list name into the "Name a new dress code list" field and click the **NAME LIST NOW** button.

Once all desired lists are checked, click the **ADD PRODUCT TO CHECKED LISTS NOW** button.

The product is added to the selected lists and the next product in the kit will display. Continue adding the kit items to your lists until you've viewed or skipped all of the kit items and then click the **FINISH** button.

## LIST WIZARD - CREATE YOUR OWN



Once logged in, click the WIZARD icon in left navigation pane and select the CREATE YOUR OWN link.

\* **NAME THIS LIST**  
*Example: Ballet Level 1 Uniform*

Progress...

\*

\* **COSTUMES**

*Will you need to add required costumes to this list?*

YES

NO

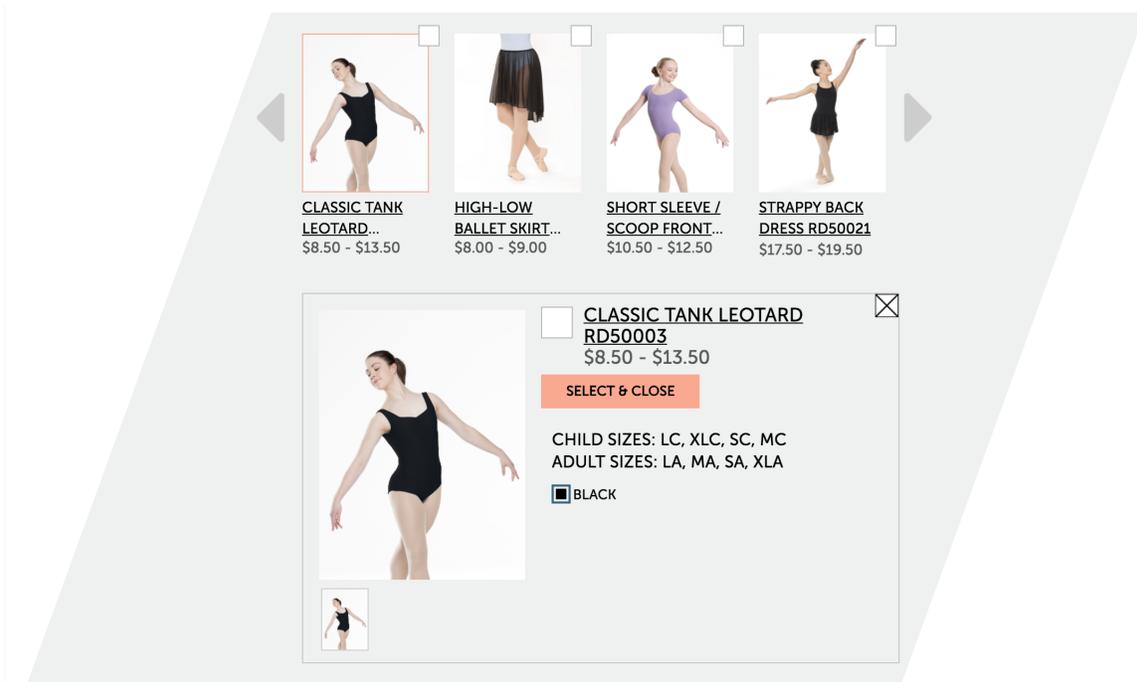
**NEXT**

Name the list and click the **NEXT** button

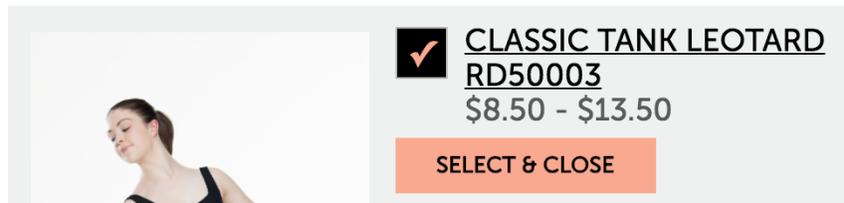
Select product categories to narrow your product search results.

- BODYWEAR
  - LEOTARDS
  - DRESSES
  - SKIRTS
  - KNITS
  - PANTS

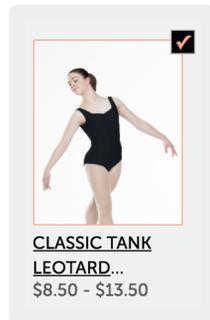
In the search results window, click a product thumbnail to expand the product view page. Click the **SELECT & CLOSE** button to add the product to your list.



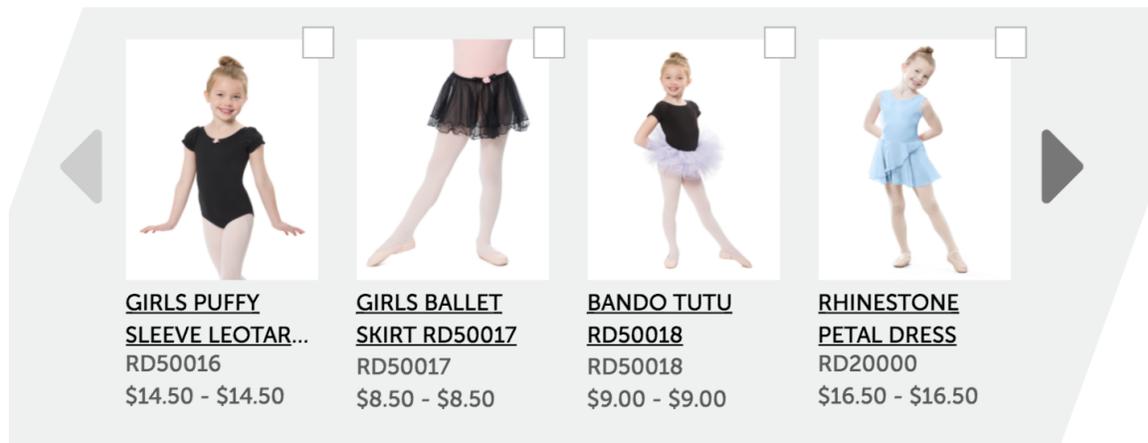
A product may also be added to your list by clicking the checkbox next to the product name, like this:



Or by checking the box in the right hand corner of the product thumbnail, like this:



Scroll through the horizontal product display window by clicking the left or right arrows:

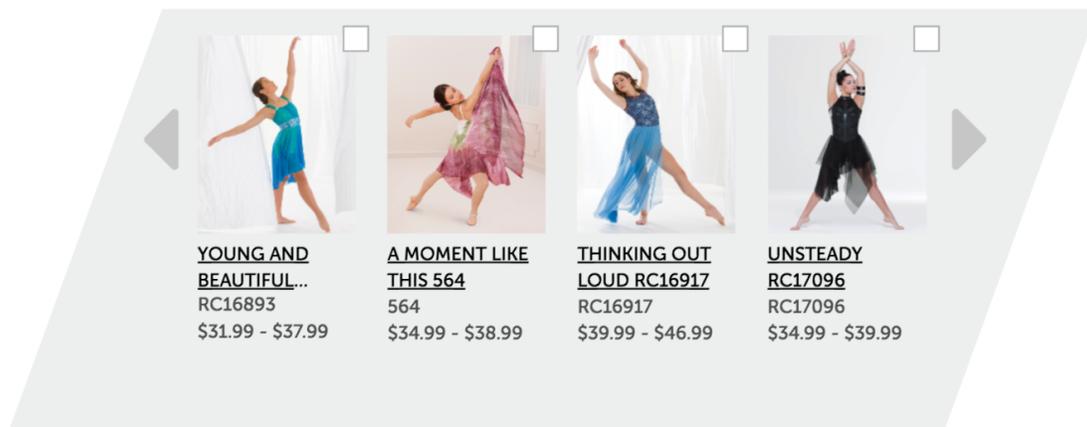


## STEP 5: ADD COSTUMES TO LISTS

Nimbly even works for costumes!

▶ **DANCEWEAR - FOOTWEAR**

▼ **COSTUME - CONTEMPORARY/LYRICAL**



BACK

CONTINUE

Hover your cursor/pointer on an image to zoom in and see details.



**ROSETTE TUTU DRESS**  
**RD20001**  
\$16.00 - \$16.00

**SELECT & CLOSE**

CHILD SIZES: LC, MC, XLC, SC  
ADULT SIZES: T

BLUSH PINK



Click the image to view a larger image of the product:



Once you've added products to a list, you must specify product color and set the dancer's price. If it's a costume item, also set your Need By Date and Order Deadline.

## SET COLORS + PRICING

Progress...

Select pricing and color options for each item

### LIST NAME: LYRICAL CLASS WEDNESDAYS 6PM



**SOLE SHIELD**  
\$7.50 - \$7.50



**A MOMENT LIKE THIS 564**  
\$34.99 - \$38.99



**SOLE SHIELD**  
SELECT YOUR COLOR(S)

DELETE



COLOR SELECTION:

NEED BY DATE:

ORDER DEAD LINE:

REQUIRED FOR CLASS:

CATALOG PRICE	SUGGESTED RETAIL	DANCER PAYS	YOU GROSS	PROFIT MARGIN
ADULT \$7.50	\$22.00	\$ 22.00	\$ 14.50	65.91 %

Select a color by clicking on the desired color square next to the product image:



### CLASSIC TANK LEOTARD RD50003

SELECT YOUR COLOR(S)



COLOR SELECTION: BLACK

Adjust pricing by entering a value in either the DANCER PAYS, YOU MAKE OR PROFIT MARGIN columns.

CATALOG PRICE	SUGGESTED RETAIL	DANCER PAYS	YOU MAKE	PROFIT MARGIN
CHILD \$12.50	\$25.00	\$ 25.00	\$ 12.50	50.00 %
ADULT \$13.50	\$27.00	\$ 27.00	\$ 13.50	50.00 %

### ADD A PRODUCT TO MULTIPLE LISTS

Click **ADD THIS ITEM TO MULTIPLE LISTS** to add the selected product to multiple lists simultaneously. This is convenient when assigning the same pair of shoes or tights to multiple class levels.

ADD A MOMENT LIKE THIS 564 TO ALL CHECKED LISTS OR NAME A NEW DRESS CODE LIST ✕

**SELECT ALL**

LIST NAME	NEED BY DATE	ORDER DEADLINE
<input type="checkbox"/> BAGS AND ACCESSORIES	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> BALLET 1	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> BALLET 2	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> BALLET 3	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> BALLET 4	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> CONTEMPORARY MONDAY 5PM	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> JAZZ 2	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> JAZZ 3	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> JAZZ 4	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> LYRICAL CLASS WEDNESDAYS 6PM	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> TWINKLE BABIES	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> TWINKLE STARS 3-4	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> TWINKLE STARS 4-5	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> TWINKLE STARS 5-6	<input type="text"/>	<input type="text"/>

*Name a new dress code list*

**ADD PRODUCT TO CHECKED LISTS NOW**

### STEP 6: ORGANIZE YOUR SHOP

Once you've finished creating a list, you'll want to add the list to a department.

Organize your shop like a department store to make it easy for your dancers to find their dress code lists. Assign each dress code list to a department (such as

ballet, tap, jazz or pre-school by clicking  next to each list in the UNASSIGNED DRESS CODES section:

#### UNASSIGNED DRESS CODES

 **Ballet 3A**

#### BALLET

 **All Ballet 4**

 **All Ballet Classes**

 **All Pre-School Classes**

 **Ballet 1**

 **Ballet 2**

 **Pre Ballet**

Select a department or create a new one:



 **CHOOSE DEPARTMENTS**

BALLET

DEMO

HIP HOP

PRE-SCHOOL

TAP

 *or name a new department*

SAVE

## STEP 7: INFORM YOUR STUDENTS

We've made it easy for you! Here are the top ways to promote your shop.

1. Email your Nimbly Shop's web address to your students!
2. Post a sign in your lobby
3. Post on your business social media pages
4. Create a handout for your instructors to give to their students during class
5. Print the "costume worksheet" during "measurement week" and hand to dance moms (when utilizing Nimbly as your costume management system).

6. Remind dancers weekly to visit your shop

## Sample Costume Worksheet:





## CLASS SHOPPING LIST

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**STEP 1:** Visit [www.shopnimbly.com/TDALivermore](http://www.shopnimbly.com/TDALivermore) to register.

**STEP 2:** Select and shop your Class List.

**STEP 3:** Everything will be delivered to your studio! Easy.

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**LIST NAME:** Test of Costume List 1

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TYPE	ITEM	DESCRIPTION	PRICE RANGE	ORDER DEADLINE
* REQUIRED		THE BEGINNING RC18528 GRAPE	\$74.99 - \$79.99	01/10/2018
OPTIONAL		MAKE-UP KIT STANDARD	\$39.00 - \$39.00	DELIVERED IN 5-10 DAYS*
* REQUIRED		STRETCH BALLET PINK	\$25.99 - \$28.99	04/30/2018
* REQUIRED		COLOR-FLOW CONVERTIBLE TIGHTS PRIMA PINK	\$15.00 - \$18.00	04/30/2018

## STEP 8: ENJOY YOUR COMMISSION

We'll send you your commission monthly. What do we mean by commission? When you set your retail price, you added a "profit" to each and every item. To figure out your commission, we calculate all the profit on each and every item you've sold. Anything that shipped from our warehouse is payable commission to you!

While you're waiting, check out your orders and customers...



# Orders

## ORDERS



View dancer's orders placed on your Nimbly shop by clicking the **Orders** icon in left pane.

Filter orders by order status by clicking on the Filter orders pull-down menu and selecting a status.

Search by dancer name. Type in a dancer's first or last name to filter orders.



# Customers

## CUSTOMERS



Click the **Customers** icon in your left navigation pane to view a list of your customers.

Search for a customer by typing their name in the search field.

Sort the customers by clicking on the Sort pull-down menu.

Click a customer name to view customer details and order history.



# Account Settings

## ACCOUNT SETTINGS

View and edit account information

Studio Name

Studio Nimbly Shop Web Address

Member Since Date

Current Plan Selection

Account Status

Account Detail

Address Info: Physical Address, Shipping Address, Billing Address

Account Owner Information

Commission and Banking Info

Commission Paid



# Home

## HOME | DASHBOARD

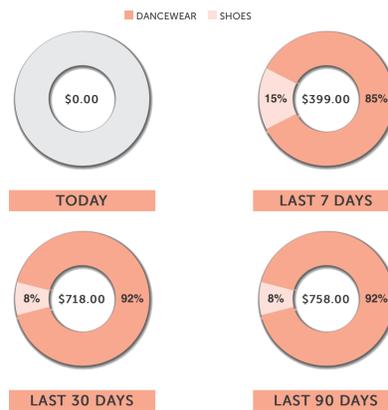
Access detailed commission reports by clicking a graphic on the home page dashboard.



## DASHBOARD

### \* HI, TIFFANY'S DANCE ACADEMY OF LIVERMORE

*Now's the time to act swiftly and nimbly :) Get those dress code lists set up and published. And then, notify your dancers of your new online shop!*



## COMMISSION & REPORTS

### ▼ YOUR COMMISSION

*Nimby will pay your next commission payment of \$225.00 on 06/09/17*

